



NEWS RELEASE

United States Department of Agriculture
NATIONAL AGRICULTURAL STATISTICS SERVICE
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USDA TO CONDUCT ANNUAL FLORICULTURE SURVEY

Honolulu, Hawaii – The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) may be best known for conducting monthly surveys on livestock and major agricultural commodities, but once a year they focus their attention on another area – Floriculture & Nursery. NASS in cooperation with the Hawaii Department of Agriculture uses this survey as the only comprehensive annual measure of floriculture & nursery production in the State of Hawaii.

"The Floriculture Survey provides Hawaii growers the opportunity to serve as the frontline source of data on floriculture and nursery production," said Mark Hudson, director of the NASS Hawaii Field Office. "This vital information will help identify state and national trends in areas such as new product development and changing production practices so that growers can make vital business decisions and evaluate the results of the growing season," Hudson added.

Growers' participation in this survey helps ensure that NASS will be able to provide timely, accurate and unbiased information on floriculture and nursery production. "The data supplied by growers will serve as the foundation for measuring the economic contribution of the industry to U.S. agriculture and the country," Hudson explained.

Between January 19 through February 27, 2009 NASS field offices in 15 states, including Hawaii, will be contacting producers to provide assistance with the survey. Growers will be asked to provide information on production, sales of floriculture & nursery commodities and the number of agricultural workers on their operation. The information will be compiled and analyzed and then published nationally in the *Floriculture Crops* summary to be released on April 23, 2009 followed by a local publication in July which also includes county information.

Hudson noted that, as is the case with all NASS surveys, information provided by respondents is confidential by law. "NASS safeguards the privacy of all responses and publishes only county, state, and national level data, ensuring that no individual operation or grower can be identified," he said.

Floriculture & nursery crops and all other NASS reports are available online at <http://www.nass.usda.gov>. For more information, call the NASS Hawaii Field Office at (808) 973-2907. If you are growing floriculture and nursery products and do not receive a survey, please call the office and a copy will be mailed to you. Mahalo!

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